

CONTRACT

KNBC
3000 W. Alameda Ave
Burbank, CA 91523
(818) 840-4444

www.nbclosangeles.com/

And:

SMART MEDIA GROUP
814 KING STREET
SUITE #400
ALEXANDRIA, VA 22314

<u>Contract / Revision</u> 344054 /		<u>Alt Order #</u>
<u>Product</u> BLOOMFIELD FOR CONGRESS		
<u>Contract Dates</u> 10/26/12 - 11/05/12	<u>Estimate #</u>	
<u>Advertiser</u> BILL BLOOMFIELD FOR CONGRESS		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KNBC	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 227.20
<u>IDB#</u> 1046	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 11372	<u>Advertiser Ref</u> 28882	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KNBC	10/26/12	11/05/12	TODAY SHOW 2	9AM-10AM		:30				NM	7	\$3,360.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----1--				1	\$480.00	0.70			
	Week:	10/29/12	11/04/12	11111--				5	\$480.00	0.70			
	Week:	11/05/12	11/11/12	1-----				1	\$480.00	0.70			
N 2	KNBC	10/26/12	11/05/12	ELLEN	4-5P		:30				NM	14	\$9,800.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----2--				2	\$700.00	1.00			
	Week:	10/29/12	11/04/12	22222--				10	\$700.00	1.00			
	Week:	11/05/12	11/11/12	2-----				2	\$700.00	1.00			
N 3	KNBC	10/26/12	11/05/12	TODAY IN LA	5-6A		:30				NM	7	\$2,115.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----1--				1	\$320.00	0.50			
	Week:	10/29/12	11/04/12	11111--				5	\$300.00	0.50			
	Week:	11/05/12	11/11/12	1-----				1	\$295.00	0.50			
N 4	KNBC	10/26/12	11/05/12	TODAY SHOW	7-9A		:30				NM	14	\$14,000.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----2--				2	\$1,000.00	1.00			
	Week:	10/29/12	11/04/12	22222--				10	\$1,000.00	1.00			
	Week:	11/05/12	11/11/12	2-----				2	\$1,000.00	1.00			
N 5	KNBC	10/26/12	11/04/12	7-8A SA/SU TDY ROTN	7-8A		:30				NM	4	\$1,200.00
		LUR											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 344054 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/05/12		<u>Product</u> BLOOMFIELD FOR CON
<u>Advertiser</u> BILL BLOOMFIELD FOR I		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/25/12 / 10/25/12		

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N 6	KNBC	10/26/12	11/04/12	MEET THE PRESS	8-9A		:30				NM	2	\$14,000.00																																																								
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N 7	KNBC	10/26/12	11/05/12	CH 4 5P NEWS	5-6P		:30				NM	7	\$3,045.00																																																								
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N 8	KNBC	10/26/12	11/05/12	CH 4 6P NEWS	6-630P		:30				NM	7	\$7,000.00																																																								
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N 10	KNBC	10/26/12	11/05/12	TONIGHT SHOW	1135P-1235A		:30				NM	7	\$10,305.00																																																								
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N 11	KNBC	10/26/12	11/04/12	SATURDAY NIGHT LIVE	1130P-1A		:30				NM	4	\$12,800.00																																																								
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N 13	KNBC	10/26/12	11/04/12	PRIME NEWS	9-10P		:30				NM	2	\$3,600.00																																																								
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FOR NBCE CONTRACTS:

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KNBC
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Burbank, CA 91523
(818) 840-4444

www.nbclosangeles.com/

<u>Contract / Revision</u> 344054 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/05/12	<u>Product</u> BLOOMFIELD FOR CON	<u>Estimate #</u>
<u>Advertiser</u> BILL BLOOMFIELD FOR (<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,800.00	1.70			
Week:		10/29/12	11/04/12	-----1				1	\$1,800.00	1.70			
N 14	KNBC	10/26/12	11/05/12	EXTRA	7-730P		:30				NM	7	\$12,600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,800.00	1.30			
Week:		10/29/12	11/04/12	11111--				5	\$1,800.00	1.30			
Week:		11/05/12	11/11/12	1-----				1	\$1,800.00	1.30			
N 15	KNBC	10/26/12	11/05/12	ACCESS HOLLYWOOD	730-8P		:30				NM	7	\$12,600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,800.00	1.40			
Week:		10/29/12	11/04/12	11111--				5	\$1,800.00	1.40			
Week:		11/05/12	11/11/12	1-----				1	\$1,800.00	1.40			
N 16	KNBC	10/29/12	11/05/12	THE VOICE	MO8-10P		:30				NM	2	\$72,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$22,000.00	5.40			
Week:		11/05/12	11/11/12	1-----				1	\$50,000.00	5.40			
N 17	KNBC	10/29/12	11/05/12	DATELINE	10-11P		:30				NM	3	\$12,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$4,000.00	2.80			
Week:		11/05/12	11/11/12	2-----				2	\$4,000.00	2.80			
N 18	KNBC	10/29/12	11/04/12	GO ON/NEW NORMAL	T 9-10P		:30				NM	1	\$12,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$12,000.00	4.70			
N 19	KNBC	10/29/12	11/04/12	PARENTHOOD	TU 10-11P		:30				NM	2	\$24,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-2-----				2	\$12,000.00	3.30			
N 20	KNBC	10/29/12	11/04/12	ANIMAL PR/GUYS KIDS	W 8-9P		:30				NM	1	\$10,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$10,000.00	4.50			
N 21	KNBC	10/29/12	11/04/12	L&O:SVU	9P-10P		:30				NM	1	\$18,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$18,000.00	5.10			
N 22	KNBC	10/29/12	11/04/12	CHICAGO FIRE	W 10-11P		:30				NM	1	\$15,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

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<u>Contract / Revision</u> 344054 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/05/12	<u>Product</u> BLOOMFIELD FOR CON	<u>Estimate #</u>
<u>Advertiser</u> BILL BLOOMFIELD FOR I		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--- 1---				1	\$15,000.00	3.40			
N 23	KNBC	10/29/12	11/04/12	ROCK CTR	TH 10-11P		:30				NM	1	\$7,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--- 1---				1	\$7,000.00	2.90			
N 24	KNBC	10/29/12	11/04/12	WHITNEY/COMMUNITY	8-9P		:30				NM	1	\$5,880.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---- 1--				1	\$5,880.00	1.50			
N 25	KNBC	10/26/12	11/04/12	DATELINE	10-11P		:30				NM	2	\$11,880.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---- 1--				1	\$6,000.00	1.90			
Week:		10/29/12	11/04/12	---- 1--				1	\$5,880.00	1.90			
N 26	KNBC	10/26/12	11/04/12	SA ENCORE	9-10		:30				NM	2	\$5,200.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-				1	\$2,200.00	1.30			
Week:		10/29/12	11/04/12	----- 1-				1	\$3,000.00	1.30			
N 27	KNBC	10/26/12	11/04/12	SA ENCORE	10-11P		:30				NM	2	\$9,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-				1	\$4,000.00	1.80			
Week:		10/29/12	11/04/12	----- 1-				1	\$5,000.00	1.80			
N 28	KNBC	10/26/12	11/04/12	DATELINE	10-11P		:30				NM	2	\$3,600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1				1	\$1,800.00	1.90			
Week:		10/29/12	11/04/12	----- 1				1	\$1,800.00	1.90			
N 29	KNBC	10/28/12	10/28/12	NFL FOOTBALL	515-833P		:30				NM	1	\$30,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1				1	\$30,000.00	10.80			
Totals										227.20		126	\$358,660.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	27	\$75,205.00	\$63,924.25
10/29/12 - 11/05/12	99	\$283,455.00	\$240,936.75
Totals	126	\$358,660.00	\$304,861.00

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<u>Contract / Revision</u> 344054 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/26/12 - 11/05/12	<u>Product</u> BLOOMFIELD FOR CON	<u>Estimate #</u>
<u>Advertiser</u> BILL BLOOMFIELD FOR (<u>Original Date / Revision</u> 10/25/12 / 10/25/12

Signature: _____ **Date:** _____

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